




# KAYLA O'CONNOR

 <https://mindandcompany.co/kaylaconnor-portfolio/>

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## DESIGN, SOCIAL MEDIA, AND BRAND SPECIALIST

Innovative and detail-oriented digital designer with extensive experience in social media production, web design, brand management, and content creation for dynamic industries. Passionate about crafting visually engaging and strategy-driven digital experiences that elevate brand presence and foster community engagement. Adept at leveraging creative storytelling and technical expertise to produce impactful campaigns. Excited to contribute a unique blend of creativity and precision to social media initiatives that inspire adventure and connection.

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### EDUCATION & CERTIFICATIONS

**Bachelor of Arts - University of Colorado, Boulder**

Major: Integrative Physiology

#### Certificates

Hubspot: Social Media Marketing

Semrush: Competitive Research SEO Toolkit

Coursera: Graphic Design using Adobe Suite

### EXTRACURRICULAR ACTIVITIES

#### Volunteer

Growth International Volunteers

#### Yoga Instructor

Alo Yoga

Allumen Yoga

Mind & Company

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## PROFESSIONAL EXPERIENCE

### Mind & Company Founder

Nov. 2020 - Present

- Founded Mind & Company, a mindfulness brand centered on fine art and yoga, where I built a community of over 3,500 through strategic marketing and exceptional design. Designed and managed all branding elements, including a dynamic WordPress website, e-commerce storefront, print media, and digital campaigns, using Adobe Creative Suite. Created and optimized multichannel social media strategies, achieving 8% growth in 30 days, up to 50,000 content views, and a 300% ROI through performance analysis. Generated \$36,000 in first-year revenue by blending innovative email marketing, engaging content creation, and impactful in-person events to drive audience engagement and sales.

### Selvas BLV

Jan. 2022 - Present

#### Marketing & Education Coordinator

- Led the rebranding efforts for an accessibility technology company, producing all graphic design elements for digital marketing, print materials, and event setups using Adobe Creative Suite. Spearheaded paid media campaigns for a multimedia device, achieving a 7.14% return on ad spend, while managing comprehensive website operations, including design, content, e-commerce functionality, and compliance with accessibility standards. Developed and executed targeted email marketing campaigns via MailChimp, boosting engagement and conversion rates by 10% among internal stakeholders, dealers, buyers, and prospects. Designed an Education Hub with downloadable resources and audio tutorials to support teachers of visually impaired students, improving product adoption and enhancing user satisfaction.

### ilrish

Jan. 2024- June 2024

#### E-Commerce Manager, Contract

- Spearheaded the launch of an e-commerce store, leading graphic design, photo editing, and webpage development using Adobe Creative Suite. Ensured brand consistency across typography, color palettes, and design elements to create a cohesive and visually appealing online presence.

### Alo Yoga

Jan. 2022 - May 2024

#### Community Events Manager, Contract

- Led social media marketing campaigns that boosted brand awareness and engagement within the Colorado community, while overseeing wellness events that reached 100% capacity, strengthening local brand loyalty. Initiated and managed strategic partnerships with wellness brands like Garden of Flavor, enhancing the customer experience and aligning with overall marketing goals.

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## KEY COMPETENCIES

- Digital Marketing
- Adobe Creative Suite
- Product Management
- Leadership/Team Collaboration
- Later Social
- WordPress
- Ecommerce Management
- Problem Solving/Decision Making
- Figma
- Canva
- Event Management
- Health & Wellness Branding